

# Manager, Future Students & Conversion

Student Services and Wellbeing

Administrative Division



the university  
for the real world

## About QUT

QUT is a major Australian university with a global outlook and a 'real world' focus. We are one of the nation's fastest growing research universities and our courses are in high demand.

We are an ambitious and collaborative institution that seeks to equip our students and graduates with the skills they will need in an increasingly disrupted and challenged world. We are transforming the student experience we offer our 50,000 students and we place a premium on the international and national accreditation of our various professional degrees.

Our internationally award-winning Science and Engineering Centre is home to The Cube, acknowledged as one of the world's largest digital interactive learning and display spaces. QUT established the world's first Creative Industries Faculty, and we invest heavily in collaborative learning and interdisciplinary research environments, including the \$95M Education Precinct.

Further information about QUT can be obtained from the website at [www.qut.edu.au](http://www.qut.edu.au).

### Our Vision

QUT's [Blueprint 6](#) is our institutional strategic plan. The Blueprint formalises QUT's ambitions and declares our strong sense of purpose which is to provide transformative education and research relevant to our communities. It provides a framework and strategies to enable QUT to realise our vision to be the university for the real world and identifies the following priorities:

- support aspiration and inclusion
- encourage creativity and entrepreneurship
- embrace digital transformation and technology
- embed principles of health and wellbeing
- support Indigenous Australian engagement, success and empowerment
- enable professional engagement and ethical leadership and,
- focus on the environment and sustainability

Aligned to and supporting our vision are the QUT Values. These Values highlight what makes QUT distinct and successful. Providing a compass for our decisions, actions and behaviours and strengthening our community.

### QUT Values

- Ambition
- Curiosity
- Innovation
- Integrity
- Inclusiveness

## About the Administrative Division

The Division plays an integral role in assisting the University to achieve its teaching, research and service goals in two important ways: firstly by providing management and support services in relation to students and staff through a range of operations; and secondly through its role as the custodian of the University's legislative obligations and standards, governance and policy.

## About Student Services and Wellbeing

The Student Services and Wellbeing portfolio leads the university-wide strategy and coordination of all non-academic matters related to the student experience. The portfolio of Student Services and Wellbeing delivers a range of services across the student life cycle, as well as providing advice and leadership to the university on a broad range of student and staff matters, including social justice and public policy.

Student Services and Wellbeing consists of the following departments: Student Administration, HiQ, Equity, Student Services and Health, Safety & Environment (HSE). The portfolio also has strong links to and works closely with QUT's Oodgeroo Unit and Human Resources.

Student Services and Wellbeing aspires to be a collaborative, distinctive and innovative department that makes a real and positive difference to students, from pre-tertiary to graduation and beyond. The portfolio is focused on delivering services to support the university's commitment to an exceptional student experience, leading to positive outcomes in success, retention and completion. This includes developing a campus culture which is inclusive, safe, and respectful for all students and staff.

## About the Position

The Manager, Future Students & Conversion leads the development and implementation of the university-wide conversion strategy for the QTAC cohort and exploration of approaches to improve the offer to accept conversion rate for other domestic cohorts. The Manager has strategic oversight to integrate enquiry services and the onboarding student journey from the offer stage, early engagement, orientation and transition, including collaborating with Marketing and Communications to ensure alignment of first year communications with communications throughout the student life cycle.

The position will lead a team and collaborate with key stakeholders to develop a strategy and service model for the continuous improvement of prospective student enquiries and the onboarding journey for expanded future student cohorts, including innovative approaches supporting QUT's branding and reputation as the university for the real world.

This position reports to the Director, HiQ for supervision, workload management and for Performance Planning and Review (PPR).

### Key responsibilities include:

- Provide strategic advice on opportunities to improve the conversion rate of domestic cohorts by enhancing HiQ services to prospective students from point of enquiry to offer acceptance.
- Strategic oversight of the offer and onboarding student journey, including early engagement initiatives, university-wide orientation, transition experiences and communication strategies to support retention of first year students.
- Develop effective relationships with Tier 3 partners that achieve conversion objectives and continuous improvements to HiQ's Tiered Service Model to provide seamless end-to-end service to prospective and current students.
- Manage financial and human resources to lead and develop a highly skilled, student focused and cohesive team.
- Initiate projects that identify alternate solutions through improvements in automated and non-automated components, and review and update processes or service delivery models.
- Manage the development of meaningful performance measures, evaluation of

activities, data sources and analytics to inform and guide service enhancements.

- Compliance with health and safety policies, procedures, hazard reporting and safe work practices.

To ensure job flexibility the successful appointee may be required to:

- perform any other duties as nominated by the University consistent with the relevant classification descriptors detailed in the Enterprise Agreement. Staff undertaking any new duties will receive training;
- participate in job rotation or multiskilling in consultation with their supervisor;
- work across campuses.

### Type of appointment

This appointment will be offered on an ongoing, full-time basis.

### Location

Gardens Point campus.

## Selection Criteria

1. Education, training and/or experience equivalent to postgraduate qualifications with relevant experience in developing, implementing and evaluating conversion and orientation programs.
2. Demonstrated experience effectively managing resources and complex projects, including monitoring performance towards key objectives and identifying risk and opportunities.
3. Extensive experience in communication planning, including integrated marketing communication, and experience in applying effective strategies to support future and first year students.
4. Demonstrated high standard of written and verbal communication and interpersonal skills including the ability to communicate and collaborate with diverse stakeholders at all levels across the university to achieve positive outcomes.
5. Demonstrated ability to effectively lead and mentor a team and manage conflicting deadlines.

### Remuneration and Benefits

The classification for this position is Higher Education Worker Level 10 (HEW10) which

has an annual remuneration range of \$142,960 to \$159,897 pa. Which is inclusive of an annual salary range of \$122,188 to \$136,664 pa and 17% superannuation.

In July 2020 QUT staff voted in favour of a variation to its Enterprise Agreements. The variations were approved by the Fair Work Commission in August 2020.

The variation impacts leave loading (for new staff no loading will be paid or accrued during the period the variation is in effect), salary increases (the salary increase which was due to occur in the first full pay period of December 2020 has been deferred until the first full pay period of December 2021) and superannuation (superannuation will be paid to staff as though the salary increase which would have been paid in December 2020 has taken effect and, subject to the rules of the superannuation fund, a defined benefit member will continue to make contributions in alignment with the contributions made by the University). A link to the variation is [here](#).

Beyond personal and professional fulfilment, a career at QUT brings a broad range of tangible benefits. With competitive remuneration including superannuation, the University offers real and generous benefits.

QUT is a high quality and flexible organisation that is proud of its excellent employment conditions which include but are not limited to:

- Reduced working year scheme
- Parental leave provisions
- Study support encompassing leave and financial assistance
- Comprehensive professional development
- Salary Packaging

Further benefits can be found at the [Working at QUT](#) page.

